DOCUMENT RESUME

ED 169 362 CE 020 547

AUTHOR Rankin, Louise
TITLE Distributive Education--Advertising. Kit No. 73. Instructor's Manual [and] Student Learning Activity Guide.
INSTITUTION Clemson Univ., S.C. Vocational Education Media Center.; South Carolina State Dept. of Education, Columbia. Office of Vocational Education.
SPONS AGENCY Office of Education (DHEW), Washington, D.C.
PUB DATE 78
GRANT SC-5058-76-I-211-0330
NOTE 35p.; For related documents see CE 020 474-566
AVAILABLE FROM Vocational Education Media Center, 10 Tillman Hall, Clemson University, Clemson, South Carolina 29631 (complete set of modules, 14 filmstrips and cassettes, $260.00; set of 87 student modules, $42.50)

EDRS PRICE MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS Behavioral Objectives; *Commercial Art; *Distributive Education; *Instructional Materials; *Learning Activities; *Learning Modules; Occupational Clusters; *Occupational Information; Prevocational Education
IDENTIFIERS *Advertising

ABSTRACT

An instructor's manual and student activity guide on advertising are provided in this set of prevocational education materials which focus on the vocational area of distributive education. (This set of materials is one of ninety-two prevocational education sets arranged around a cluster of seven vocational offerings: agriculture, home economics, distributive education, health occupations, world of work, trade and industry, and office occupations.) The instructor's guide is organized into the following elements: title of activity, duration of activity (five to eight periods), activity goals, six instructional objectives, related vocational clusters, and activity implementation (description, materials needed, safety considerations, teacher preparation prior to class, during the class, follow-up activities, and masters for duplication [e.g., old ads]). The student activity guide provides step-by-step instructions (narrative and illustrations) for completing each instructional objective (e.g., match modern ads with old ads, identify good advertising principles). At the end of each set of instructions is a student check point (evaluation activity). Occupational descriptions for an art director, fashion artist, graphic designer, illustrator, and commercial designer conclude the document. (JH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED169362

DISTRIBUTIVE EDUCATION--ADVERTISING

Kit No. 73

INSTRUCTOR'S MANUAL

Prepared by

Louise Rankin
McDuffie High School
Anderson, South Carolina 29621

State Department of Education
Office of Vocational Education
Prevocational Education
Columbia, South Carolina 29201

In Cooperation With

Vocational Education Media Center
Clemson University
Clemson, South Carolina 29631

1978

CE020547

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

"PERMISSION TO REPRODUCE THIS MATERIAL IN MICROFICHE ONLY HAS BEEN GRANTED BY

Curt Jansen

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

These materials have been developed from funds
provided by Grant SC-5058-76-I-211-0330 under the
Appalachian Regional Development Act Amendments of 1967,
Department of Health, Education and Welfare, Office of Education.

TITLE OF ACTIVITY

Kit No. 73, Distributive Education – Advertising

DURATION

Main Activity: 3 – 5 periods
Follow-up Activity: 2 – 3 periods

GOALS

The student will learn the principles of advertising.

The student will learn the format of an ad.

The student will test his/her artistic abilities and originality of thinking in the preparation of an ad.

The student will gain an overview of the many careers open in the advertising field.

INSTRUCTIONAL OBJECTIVES

The student will match modern ads with old ads.

The student will identify good advertising principles in an ad.

The student will differentiate between formal balance and informal balance.

The student will make four thumbnail sketches for an ad.

The student will draw a rough sketch of one of the thumbnails.

The student will draw a comprehensive layout.

VOCATIONAL CLUSTERS

Agriculture, Home Economics, Office Occupations, Trade and Industry

ACTIVITY IMPLEMENTATION

A. Activity Description

This activity will introduce students to the area of advertising as it relates to the field of Distributive Education. The students will match modern ads with old ads and then design an ad for a product using the principles of a good ad.

B. Safety

Rules common to classroom safety should be observed.

C. Materials Required

1. Audio Visual Equipment:

   None

2. Technical Equipment:

   None

3. Expendable Materials

   100 sheets paper 8½" x 11" (21.6 x 27.9 cm)
   Pencils
   Old magazines
   Old newspapers
   Rulers
   Crayons
   Scissors
   Glue

D. Preparation Prior to Class

Duplicate masters. Obtain expendable materials. Read through Student Learning Activity Guide.

E. During Class Session

Distribute Student Learning Activity Guides.

Have expendables located in a central area.

Distribute copies of old ads.

Assist students only when called on.

F. Follow-up Activities

1. Have each student complete a VIEW Fact Sheet.
2. Have students judge ads and award prizes.
3. Request an advertising representative to come and speak to the class.
4. Arrange a field trip to a local newspaper with emphasis on the advertising department.

ANSWER KEY

None

MASTERS FOR DUPLICATION

VIEW Fact Sheet
Old Ads

VIEW FACT SHEET

NAME _____ CLASS _____ OCCUPATION _____

A. List the advantages (good points) of this occupation (job).

B. List the disadvantages (bad points) of this occupation (job).

C. List three things you should know to do this occupation (job).
   1.
   2.
   3.

D. What type of education should you get to be prepared (do) for this occupation (job)?

E. What courses must you take to go into this occupation (job)?

F. What do you think your future in this occupation (job) will be?

G. What wage can you expect in this occupation (job)?

H. What are the working hours of this occupation (job)?

I. To learn more about this occupation (job), write to:

J. Using a scale of 1 to 5, circle the number that measures your interest in this occupation (job) as a possible career.

I don't like it. ← 1 2 3 4 5 → I like it.

Refresh Yourself

Yes—it invites and delights. You'll welcome its sparkle. You'll relish its taste. You'll respond to its purity.

Drink

Coca-Cola

Delicious and Refreshing

5¢

Coca Cola Company, Atlanta, Ga.

COLUMBIA BICYCLE

FOR HEALTH—BUSINESS—PLEASURE.

"Having examined somewhat carefully the 'wheels' of England and France, I do not believe that a better roadster is made in the world than the 'Expert Columbia.' "—ALONZO WILLIAMS, Professor of Mathematics, Brown University, Providence, R.I.

"A contractor and builder in Pennsylvania writes: 'I am using my 'wheel' night and day to make business calls, and conveying hardware and other things....I would not exchange my bicycle for the best horse in the country.' "— *The Wheelman.*

"From the practical results which I determined by subjecting the different qualities of steel from which it is constructed to the recognized standard of Government tests. I am free to assert that you may justly claim that the 'Columbia' *has not its equal in quality of material and finish:* all of which is shown in the tabulated results in your possession."—F.J. Drake, U.S. Inspector of Material.

"A Lady's Testimony.—A recent recruit from the fair sex, in bearing evidence as to the utility of the tricycle, writes: 'My sister and myself have just returned from a tour, having ridden from Leeds to Woodbridge (Suffolk), and home again by Halstead and Walden (Essex), or a total of 470 miles whilst we have been away; and, as we have had such a successful time of it in every respect, we intend having another tour next year.' "— *The C.T.C. Gazette.*

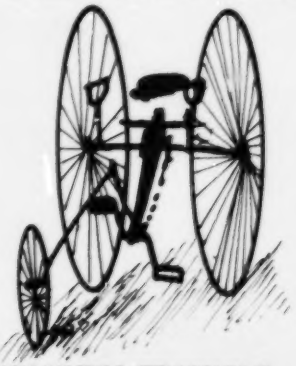
EVERY BOY AND MAN SHOULD HAVE A

COLUMBIA BICYCLE.

"I want to lift my voice in favor of the 'wheel' as a thing of beauty, as an instrument of pleasure, and as one of the most practical of modern inventions, looking towards practical ends...—Rev. Geo. F. Pentecost.

"But the bicycle and tricycle are not only enjoyable modes of locomotion, they are also without a peer in their hygienic capacity....—Dr. S.M. Woodburn.

EVERY LADY SHOULD RIDE A



COLUMBIA TRICYCLE.

I am of the opinion that no exercise for women has ever been discovered that is to them so really useful. Young and middle-aged ladies can learn to ride the tricycle with the greatest facility, and they become excellently skilful. The tricycle is, in fact, now with me a not uncommon prescription, and is far more useful than many a dry, formal, medicinal one which I had to write on paper.... B.W. Richardson, M.D., F.R.S.

Illustrated Catalogue Sent Free.
THE POPE M F G CO., Principal Office, 597 Washington St., Boston, Mass.
[1885] BRANCH HOUSES: 12 Warren St., New York: 179 Michigan Ave., Chicago.

8

PEARS' SOAP – The Great English Complexion Soap–is sold throughout the United States and in all other parts of the World, and its praises are heard and echoed everywhere.

[1886]

TWO BUTTERICK DESIGNS FROM THE OCTOBER NUMBER OF
THE DELINEATOR

THERE ARE ONE HUNDRED OTHERS SEE THE REVERSE SIDE

[1905]

FASHION FIRST

Wanamaker's

FASHION Mail Order CATALOG

Yes, it is a "regular" Mail Order Catalog, but *specializing in fashions*, including women's, misses' and children's inner and outer wearing apparel.

Price range? *The happy medium!* Going as low as quality can be bought for. Fifty-eight years of successful store-keeping have established this absolutely trustworthy standard of merchandising.

Can you be sure of *correct and newest fashions?* You couldn't be *more sure* than at Wanamaker's! Our home is in the fashion center of New York and we are in constant touch with our Paris office. We go to press weeks after most of the other Mail Order Catalogs are completed, so for our catalog we are able to choose and design the very *latest* fashions.

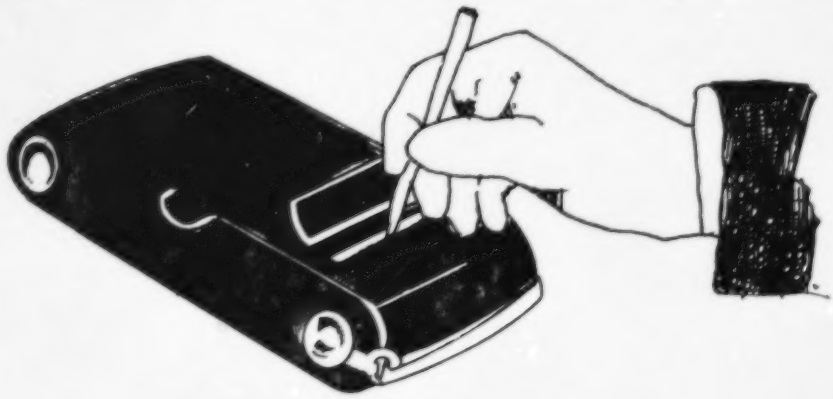
If you want a copy of this catalog, please send for it right away because the edition is limited and a delay in writing may lose the chance to get YOUR copy.

P.S. Letter postage is back to its old rate! A penny postal will bring this catalog today. Please ask for Catalog R. Address

John Wanamaker

Mail Order, New York

8 11



The Autographic Kodaks

You can now date and title your negatives, permanently, and almost instantly at the time you make them.

TOUCH a spring and a little door opens in the back of the Kodak; write with pencil or stylus on the red paper of the Autographic Film Cartridge; expose from 2 to 5 seconds; close door. When your negatives are developed a permanent photographic reproduction of the writing will appear on the intersections between the negative. When the prints are made, you can have this writing appear upon them or not, just as you choose. By turning the winding key slightly and advancing the paper the width of the slot you can have the writing appear on the picture itself if you wish.

Any picture that is worth taking is worth a title and date. The places of interest you visit, the autographs of friends you photograph, interesting facts about the children, their age at the time the picture was made—all these things add to the value of a picture. Architects, Engineers and Contractors who make photographic records of their work can add greatly to the value of such records by adding notes and dates permanently on the negative. The careful amateur photographer can improve the quality of his work by noting, by means of the Autographic Kodak, the light conditions, stop and exposure for every negative.

The greatest Photographic advance in twenty years.

No. 3Δ Autographic Kodak, pictures 3¼ x 5½ in., . $22.50

EASTMAN KODAK CO.,

At all Kodak Dealer's. ROCHESTER, N.Y., *The Kodak City.*

"He lives down on the river road, in the shabby, weather-beaten house on the left. You can't miss it."

Shabby and weather-beaten! A striking landmark, no doubt. The porter at the railroad station didn't mean to give the place a black eye, but that is what he did. Too bad the owner hadn't used

Dutch Boy White Lead

mixed with Dutch Boy linseed oil and tinting colors. Then the directions might have been, "That fine looking house on the left." There's nothing like timely white-leading to enhance the value of buildings and keep them a credit to the neighborhood.

Write for our Paint Adviser No. 116 – a group of helps, Free

National Lead Company

New York Boston
Buffalo Chicago
(John T. Lewis & Bros. Co., Philadelphia)

Cincinnati Cleveland
San Francisco St. Louis
(National Lead & Oil Co., Pittsburgh)

The Magnovox Reproducer and the Magnovox Power Amplifier

These two devices have revolutionized Radio

MAGNOVOX Radio equipment takes the feeble sound vibrations produced by your receiving set and builds them up into full, round tones in exact accordance with the original broadcasted speech or music.

The development of the Magnavox is one of Radio's spectacular achievements.

Magnavox R3 Reproducer and 2 stage Power Amplifier, as illustrated $90.00

R2 Magnavox Reproducer with 18-inch curvex horn; the utmost in amplifying power; requires only .6 of an ampere for field . $35.00

Model C Magnavox Power Amplifier insures getting the largest possible power input for Magnavox Reproducer 2 stage $55.00
3 stage 75.00

Magnavox Products can be had from good dealers everywhere. Write for new booklet.

THE MAGNAVOX CO.
Oakland, Cal.
New York: 370 Seventh Ave.

MAGNAVOX Radio

The Berliner Gramophone

HOME is the place for your boys and girls to have a good time; amuse them and give them what they call for and they will not want to go out evenings. A talking machine is one of the wonders of the world; Mr. Berliner, of telephone fame, has by his recent invention brought this marvellous machine to a point where it may be purchased by every household. It is simple in construction, anybody can use it and it does not get out of order. It sings solos, duets and quartette music; it reproduces exactly the cornet, clarionet, the banjo and in fact every instrument, including an orchestra or brass band. The talking and singing records are upon indestructible disks which are easily handled and do not wear out. We have an endless variety of these disks, including practically every song you are acquainted with.

The accompanying illustration shows exactly how the machine looks and how it is operated and the pleasure it is giving the people who are hearing it. $10.00 purchases this marvel of the ages, including two records. Extra records 60 cents each, $6.00 per dozen.

DESCRIPTION OF OUTFIT. The outfit includes the talking machine, Style No. 7½, which has a 5-inch revolving table covered with felt, nickel-plated edge, a large fly-wheel nickel-plated, balanced so as to turn evenly. Attached to the standard which holds the fly-wheel is the arm for the sound-box with reproducing diaphragm; attached to this diaphragm are the rubber tubes, which are provided with a double connection so that two people may hear at the same time. (Extra tubes, 75 cents each person.)

With each machine we enclose 2 records and 30 needles. Nicely packed in box and is sent express prepaid to any express office in the United States upon receipt of price.

Send Money by Postal Note, Express Money Order or New York Draft.

Special Offer. With each Machine ordered before Nov. 20th, we will include an Amplifying Horn.

FOR SALE BY ALL MUSIC DEALERS

Send for Catalogue. Free of Course.

NATIONAL GRAMOPHONE COMPANY, 874 to 880 Broadway, New York City.

[1896]

Most famous Trade Mark in all Europe

Every traveler remembers the three Ripolin men, that whimsical trio whose quaint humor is known throughout the entire Continent——

Where Ripolin Enamel Paint is a Household Word

THESE Ripolin men have been cartooned in Punch and the press time and again. So familiar is this Ripolin Enamel Paint that a member of the French Chamber of Deputies, famed for his polished appearance, is everywhere known by the nickname of "Ripolin." The name has become such a standard for enamel that it has even crept into the public vocabulary as a synonym for glossy or high finish.

Made in Holland by the old Dutch hand process, Ripolin is the most beautiful and durable enamel paint that has ever been produced. For fourteen years it has been used in America on interior and exterior woodwork and metal, wherever the architect or owner wants to be sure of a beautifully clear, soft tone that will remain pure white, and smooth as fine porcelain. There has never yet been a dissatisfied Ripolin customer. Homes finished with Ripolin have least expense for up-keep. A gallon will cover from 500 to 700 square feet, depending upon the surface. Your painter or decorator will tell you the quantity needed.

That brilliant, high gloss finish is unexcelled for the kitchen, pantry, or wherever a glass-like surface is desired.

SEND FOR THIS TIN which shows the clear, soft tones of Ripolin Enamel Paint. Bend this strip—prove to yourself that Ripolin is so elastic and tenacious that it cannot peel, flake or blister. This strip will show you why Ripolin retains its freshness year after year, without repainting but merely cleaning.

Then again for halls, reception rooms, libraries,—wherever the softer effects are preferred,—Ripolin is obtainable in a beautiful eggshell finish, or even an absolutely flat finish. Any desired tint can be obtained by mixing pure color ground in oil with white Ripolin—a buff or light green shade is excellent for kitchen walls.

Note Seal on the Can

Send 50 cents today for large trial can, with brush—enough to give a thorough test—try it out in your own home—then you be the judge. With it we will send the coated strip of tin, and the book showing residences, exclusive clubs, and palatial hotels finished with Ripolin. Also name of the Ripolin dealer in your territory.

J. A. & W. Bird & Co.

Importers and Distributers of Ripolin for the United States and Canada

97 Pearl Street, Boston 71 Beaver Street, New York
663 People's Gas Building, Chicago

In writing to advertisers please mention The World's Work

Franklin Simon and Co.

Fifth Avenue, 17th and 38th Sts. New York

Misses Frocks Divide Their Fashions
Between Wool Jersey, Chenille and Silk

Sizes 14 to 20 Years

101—NEW FALL MODEL IMPORTED CHENILLE, FROCK *from London*, woven on black marquisette, in two-toned brown, blue or copper color; may be worn straight-line or bloused; sash of black velvet. 29.50

103—NEW MODEL *Bramley* DRESS OF WOOL JERSEY with detachable cape of self material, in henna, nut brown, purple, black, navy or Belgian blue, with white linen collar and cuffs. To keep this model exclusive, patent is pending on the design, registration on the name. *Dress and Cape* 45.00

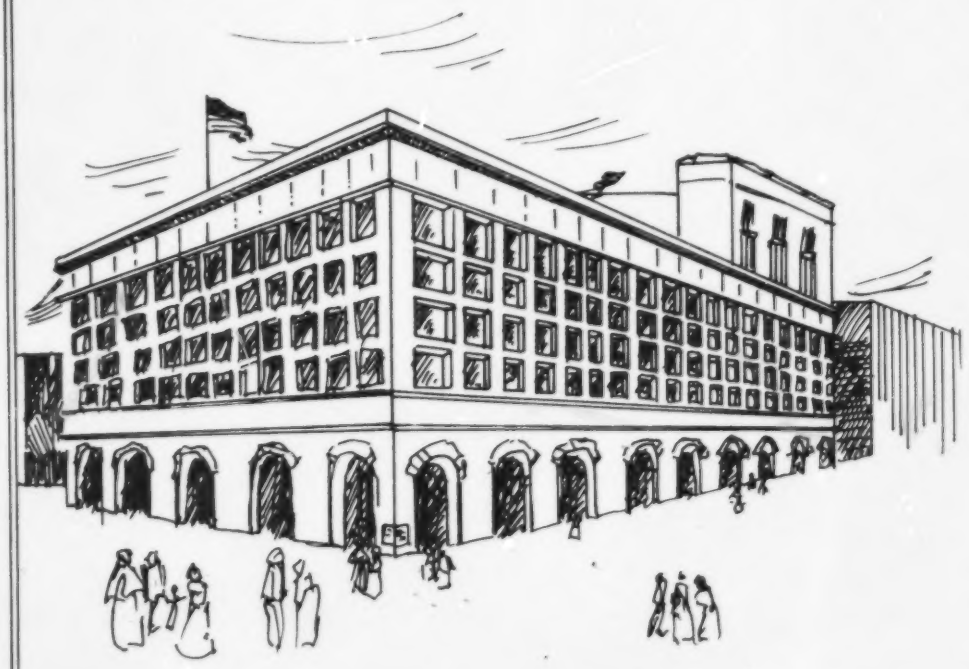
105—IMPORTED PARIS FROCK OF CREPE DE CHINE, in brown, black or navy blue; elaborately embroidered and beaded; equal in smartness and quality to Paris frocks at $98.00. 45.00

Prompt Delivery Free Anywhere in the United States

B. Altman and Co.

FIFTH AVENUE-MADISON AVENUE

Thirty-fourth Street NEW YORK Thirty-fifth Street



B. Altman & Co. announce that their new addition, fronting on Madison Avenue, will shortly be opened to the public.

In anticipation of this important event, large and comprehensive assortments of new Merchandise for the Autumn Season have been secured.

The Services of the Mail Order Department are at the disposal of patrons residing out of town.

The Catalogue will be mailed upon request.

All Charged or Paid Purchases will be forwarded Free of Charge by mail, express or freight to points within 300 miles of New York.

How Men Gain Summer Comfort

Cool knee-length underwear – And sensible, comfortable

Shir Gar

the one really comfortable garter

No binding elastic around your leg. Shir Gar attach to the shirt holding it down while perfectly supporting the socks. Relieves varicose veins.

Put on a pair of Shir Gar today and get a new idea of summer comfort. At all dealers or by mail 50¢ postpaid. Guaranteed satisfactory.

SHIRT GARTER CO.
Dept. 27 Nashville, Tenn.

Dealers: Order from your jobbers, or direct if he can't supply you

Why Not Do Your Washing By Electricity?

THE easiest way, the quickest, the most thorough—yes, and the cheapest.

The cost of current is so small that it is not to be considered; the saving of the clothes and saving of time will quickly repay the cost of the machine.

Electricity is doing the hard part of the household work in all modern homes.

The vacuum cleaner has banished the broom, and the electric washer should take the place of the washboard in your laundry. In any home where there is electric light, a

Western Electric

Washer and Wringer

will pay for itself, no matter who does the washing—the housewife, the servant or the laundress. The revolving cylinder sends the hot, cleansing suds through every bit of fabric without injury to even delicate laces. The wringer is reversible and wrings into the rinse tub and back again.

Learn All About It Without Obligation

This machine is perfection in construction and simplicity. We cannot tell you all about it in this advertisement, but we will send illustrated literature on request, and you can arrange to have a washer sent to your home for a two weeks' trial. Take advantage of this opportunity to test this wonderful machine. Write our nearest house for booklet No. 83 S.

WESTERN ELECTRIC COMPANY

Manufacturers of the 8,000,000 "Bell" Telephones

New York	Atlanta	Chicago	St. Louis	Kansas City	Denver
Buffalo	Richmond	Milwaukee	Indianapolis	Oklahoma City	Omaha
Philadelphia	Savannah	Pittsburgh	Minneapolis	Dallas	Salt Lake City
Boston	Cincinnati	Cleveland	St. Paul	Houston	Los Angeles

Equipment for every electrical need

$6.25
is all you need pay down to secure a Hoover complete with household cleaning attachments. Now, anyone can afford a Hoover. Have yours delivered today!

It beats rugs gently; sweeps as no broom can; and thoroughly air-cleans — *electrically!* Its handy new air-cleaning tools dust, *dustlessly.* It keeps your home immaculate; saves time, strength, health; makes rugs wear years *longer.* Certainly, it's a Hoover! Delivered to any home upon payment of only $6.25 down. Your Authorized Hoover Dealer will explain our easy purchase plan.

THE HOOVER COMPANY, NORTH CANTON, OHIO
The oldest and largest maker of electric cleaners
The Hoover is also made in Canada at Hamilton, Ontario

The HOOVER

It BEATS — as it Sweeps .... as it Cleans

DISTRIBUTIVE EDUCATION--ADVERTISING

Kit No. 73

STUDENT

LEARNING ACTIVITY GUIDE

Prepared by

Louise Rankin
McDuffie High School
Anderson, South Carolina 29621

State Department of Education
Office of Vocational Education
Prevocational Education
Columbia, South Carolina 29201

In Cooperation With

Vocational Education Media Center
Clemson University
Clemson, South Carolina 29631

1978

CE020547

DISTRIBUTIVE EDUCATION – ADVERTISING

INTRODUCTION

Advertising is a substitute for the salesperson talking personally to each possible customer. Advertising offers many jobs, and this activity will give you an overall look at these jobs and will give you an opportunity to see whether your interests and aptitudes lie in the direction of the world of advertising.

GOALS

The student will learn the principles of advertising.

The student will learn the format of an ad.

The student will test his/her artistic abilities and originality of thinking in the preparation of an ad.

The student will gain an overview of the many careers open in the advertising field.

DIRECTIONS

Begin with Instructional Objective I. Follow the steps to complete the objective. Complete the checkpoint before going on to the next objective.

MATERIALS

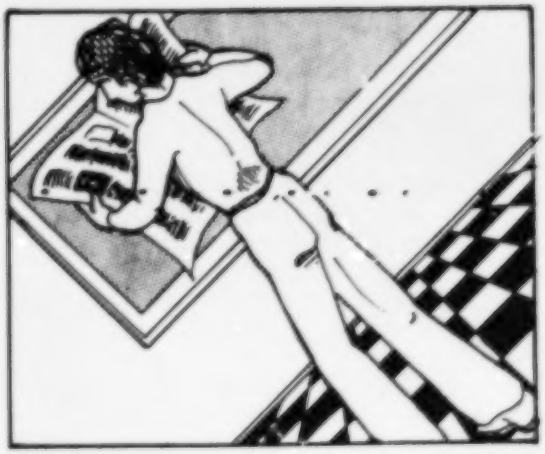
Paper 8½" x 11" (21.6 x 27.9 cm)
Pencil
Ruler
Crayons
Scissors
Glue

Instructional Objective 1

The student will match modern ads with old ads.

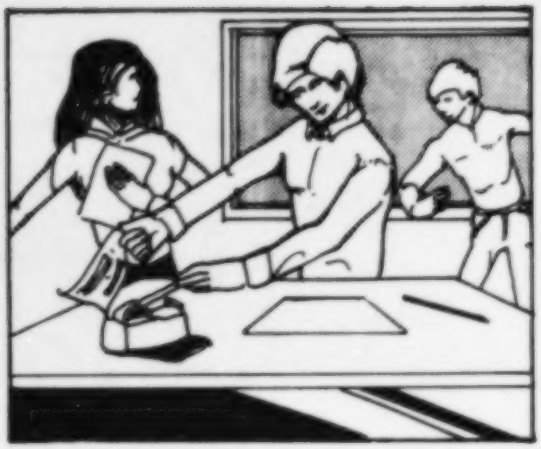
STEP 1 – Look over the copies of the old ads that are on your desk.

STEP 2 – From these ads, choose five.



STEP 3 – Using magazines or newspapers, find a modern ad with the same type of product as the old ad.

STEP 4 – Using scissors, cut out the modern ads.



STEP 5 – Attach the modern ad that matches the old ad on the back side of the sheet using tape or glue.

STEP 6 – Look closely at each of the old and modern ads. Are they the same in some ways and different in others?

Check Point

Did you pick five (5) old ads?

Did you find a modern ad to match each of the five (5) old ads?

Instructional Objective II

The student will identify good advertising principles in an ad.

STEP 1 – An ad should have a headline that catches a person's eye and has a meaning.

STEP 2 – The subhead of an ad gives important information and facts about the product in a short form.

STEP 3 – The price should be easy to find but not stand out too much.

STEP 5 – The copy should give details about the product in a way that makes a person want to buy it.

STEP 4 – The illustration should be large, interesting, and a good example of the product being sold.

STEP 6 – The ad should clearly show where the product can be purchased.

STEP 7 – A border should enclose the ad.

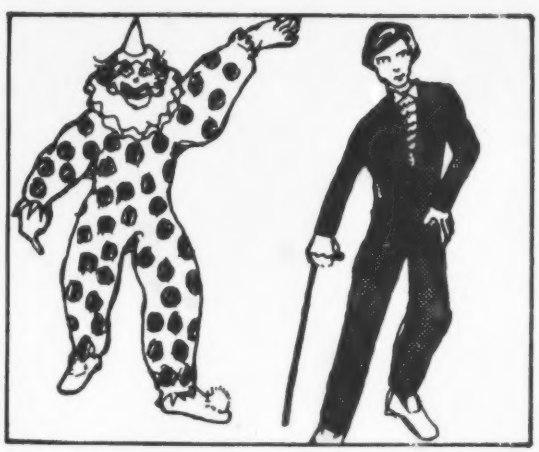
Check Point

Can you recognize good advertising principles in an ad?

Instructional Objective

The student will differentiate between formal balance and informal balance.

STEP 1 – Balance, when laying out an ad, is very important.



STEP 2 – There are two types of balance, informal and formal.

STEP 3 – When your art work and lettering is equal on both sides of the center of an ad, this is formal balance.

STEP 4 – Informal balance is when your ad is not divided through the center, but still balances, like people on a seesaw.

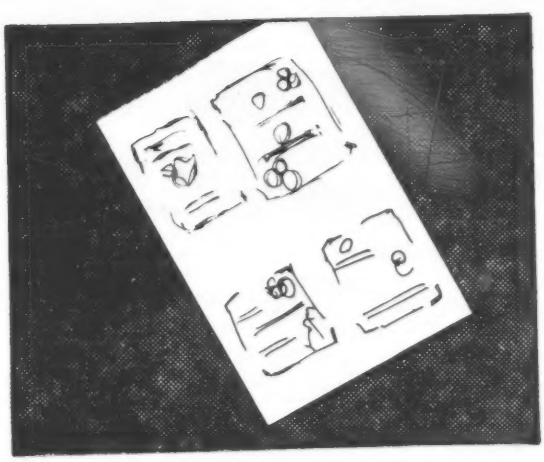
Check Point

What is formal balance?
What is informal balance?

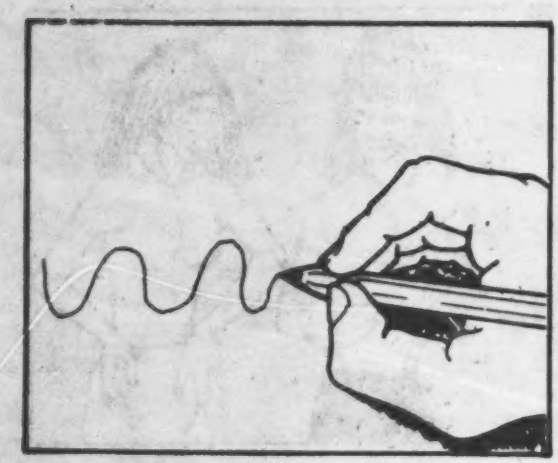
Instructional Objective IV

The student will make four thumbnail sketches for an ad.

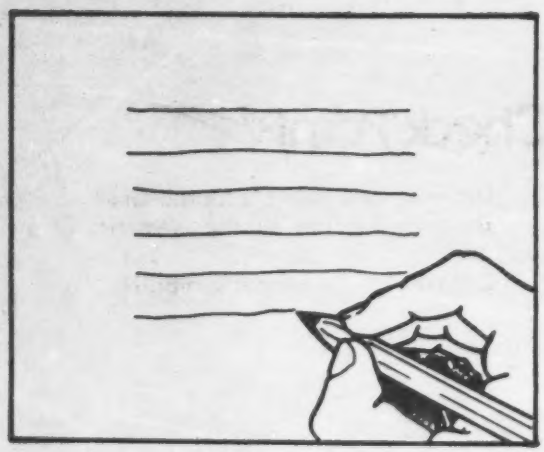
STEP 1 – Before coming up with an ad, you need to develop some ideas.



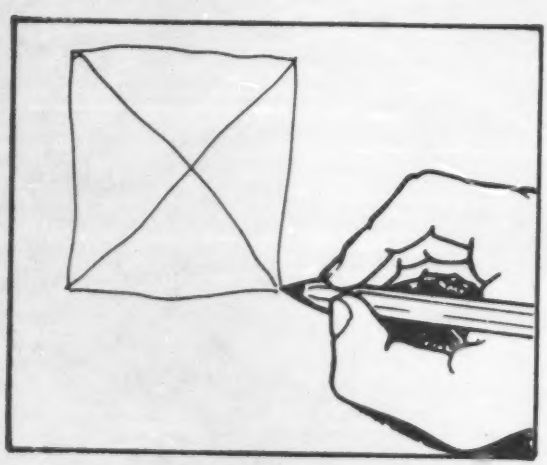
STEP 2 – Thumbnail sketches are small sketches of your ideas.



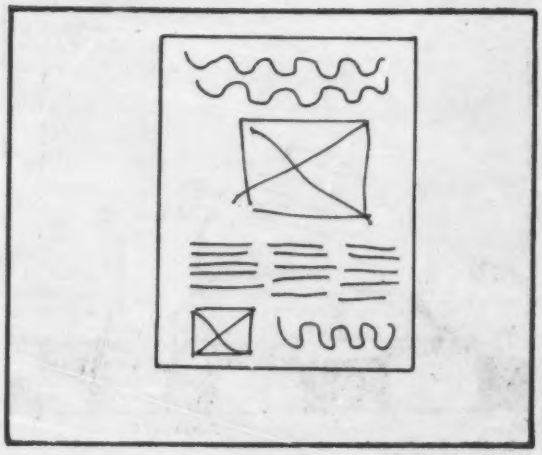
STEP 3 – There are certain symbols used in thumbnails. For your headlines and large type, use a wavy line.



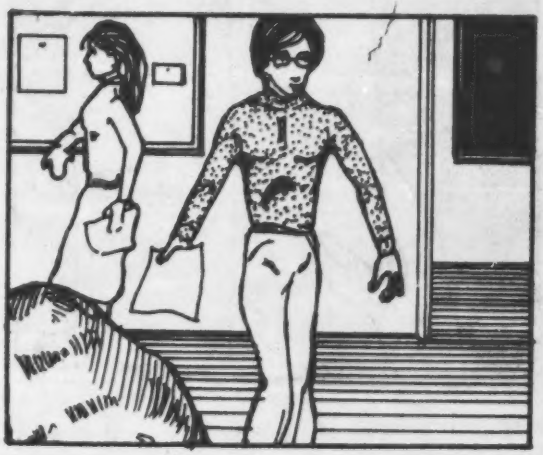
STEP 4 – For your body type, use horizontal lines.



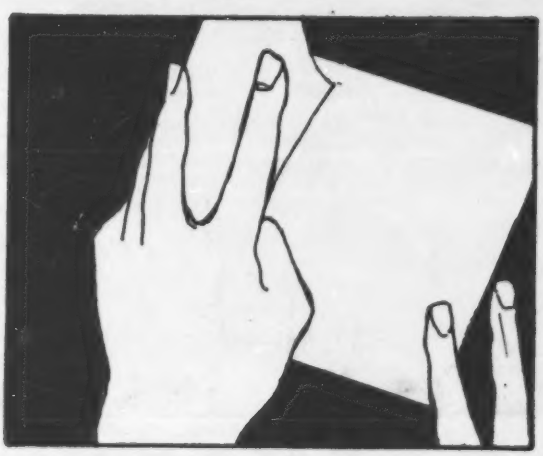
STEP 5 – For any illustrations of your product use a box with an x in it.



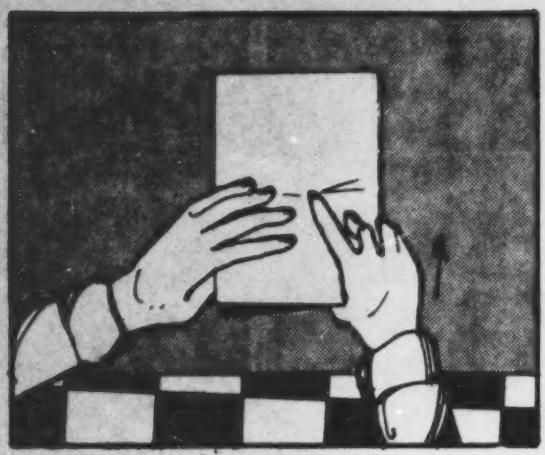
STEP 6 – Here is an example of what a thumbnail looks like.



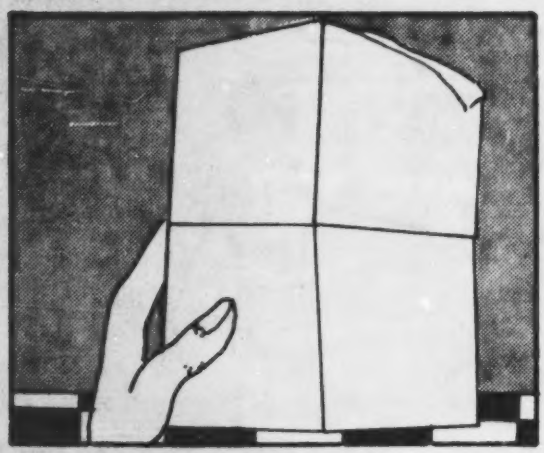
STEP 7 – Now, get a piece of 8½ x 11 inch (21.6 x 17.9 cm) paper.



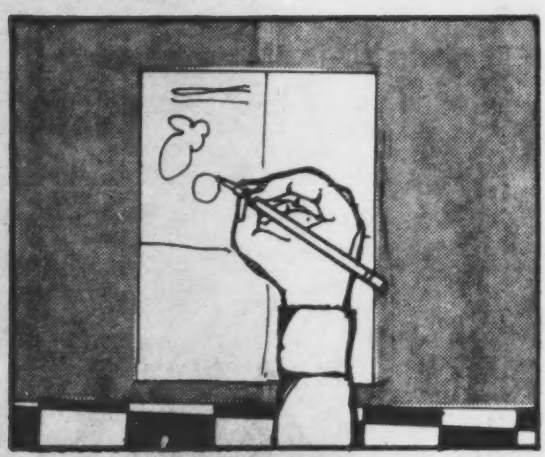
STEP 8 – Fold it in half from left to right.



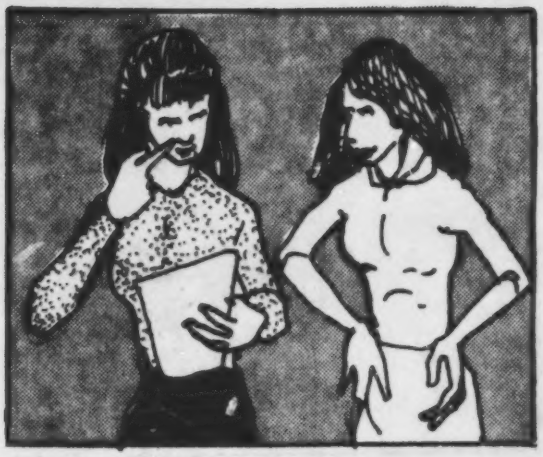
STEP 9 – Now, fold the bottom to the top.



STEP 10 – Open the sheet of paper; it should be divided into four sections.



STEP 11 – In each of the sections, draw a thumbnail sketch for a product of your choice.



STEP 12 – Remember the elements of a good ad. Refer back to Instructional Objective II to make sure you include all the elements.

Check Point

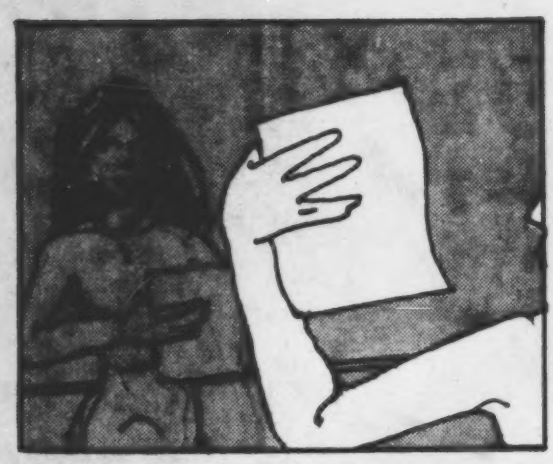
Did you draw four (4) thumbnails?

Did you include all the elements of a good ad?

Did you use the proper symbols?

Instructional Objective V

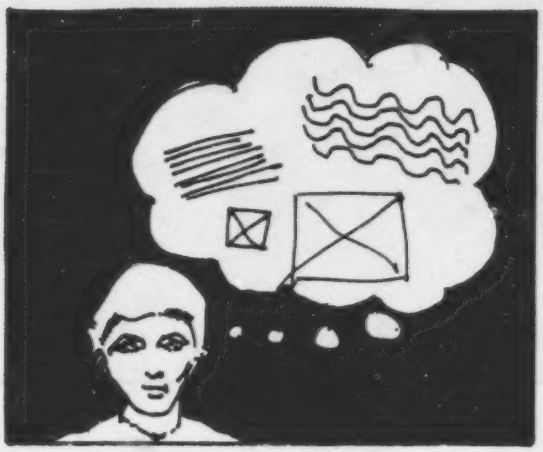
The student will draw a rough sketch of one of the thumbnails.



STEP 1 – Get another sheet of 8½ x 11 inch (21.6 x 27.9 cm) paper.

STEP 2 – Select the thumbnail that you like the best.

STEP 3 – Draw your thumbnail on the 8½ x 11 inch sheet of paper using the full sheet.



STEP 4 – Use the same symbols as you did for the thumbnail.

STEP 5 – This is a rough sketch. It lets you see what the actual size ad will look like.

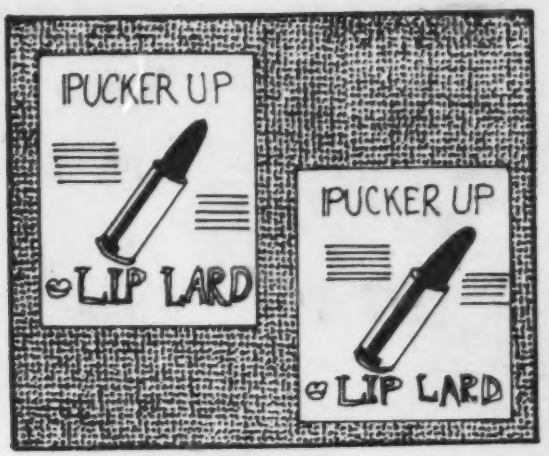
Check Point

Do you like the way the ad looks?

If you don't like it, draw another rough sketch of one of the thumbnails.

Instructional Objective VI

The student will draw a comprehensive layout.

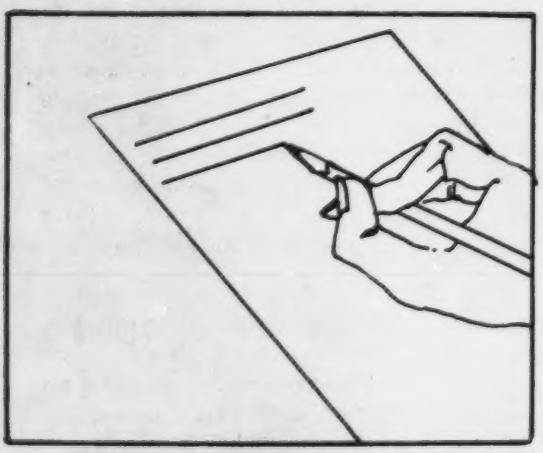


STEP 1 – A comprehensive layout is one that looks like the finished ad as much as possible.

STEP 2 – Get another 8½ x 11 inch (21.6 x 27.9 cm) sheet of paper.

STEP 3 – Using a ruler, pencil, and any other tools, draw your ad.

STEP 4 – Color your illustrations using what your instructor has available.



STEP 5 – You can use lines for the body of your ad.

STEP 6 – Hand letter your headlines.

Check Point

Is your ad interesting and attractive?
Does it have balance?

141.031-010 ART DIRECTOR (profess. & kin.)

Formulates concepts and supervises workers engaged in executing layout designs for art work and copy to be presented by visual communications media, such as magazines, books, newspapers, television, posters, and packaging: Reviews illustrative material and confers with client or individual responsible for presentation regarding budget, background information, objectives, presentation approaches, styles, techniques, and related production factors. Formulates basic layout design concept and conducts research to select and secure suitable illustrative material, or conceives and assigns production of material and detail to artists and photographers. Assigns and directs staff members to develop design concepts into art layouts and prepare layouts for printing. Reviews, approves, and presents final layouts to client or department head for approval. May perform duties of GRAPHIC DESIGNER (profess. & kin.) to design art layouts. May mark up, paste up, and finish layouts to prepare layouts for printing. May draw illustrations. May prepare detailed story board showing sequence and timing of story development when producing material for television. May specialize in particular field, media, or type of layout.

141.061-014 FASHION ARTIST (ret. tr.)

Draws or paints apparel and accessory illustrations for newspaper or related advertisements: Positions garment, accessory, or model to accentuate desired sales features. Renders drawing of garment or accessory, complementary articles, and background, using various art media and materials. May use models, props, and settings to accentuate subject materials. May draw lettering.

141.061-018 GRAPHIC DESIGNER (profess. & kin.) layout artist

Designs art and copy layouts for material to be presented by visual communications media, such as books, magazines, newspapers, television, and packaging: Studies illustrations and photographs to plan presentation of material, product, or service. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and esthetic design concepts. Draws sample of finished layout and presents to ART DIRECTOR (profess. & kin.) for approval. Prepares notes and instructions for workers who assemble and prepare final layouts for printing. Reviews final layout and suggests improvements as needed. May prepare illustrations or rough sketches of material according to instructions of client or supervisor. May prepare series of drawings to illustrate sequence and timing of story development for television production. May mark up, paste up, and assemble final layouts to prepare layouts for printer. May specialize in particular field, medium, or type of layout.

141.061-022 ILLUSTRATOR (profess. & kin.) artist; commercial artist; graphic artist.

Draws or paints illustrations for use by various media to explain or adorn printed or spoken word: Studies layouts, sketches of proposed illustrations, and related materials to become familiar with assignment. Determines style, technique, and medium best suited to produce desired effects and conform with reproduction requirements, or receives specific instructions regarding these variables. Formulates concept and renders illustration and detail from models, sketches, memory, and imagination. Discusses illustration at various stages of completion and makes changes as necessary. May select type, draw lettering, lay out material, or perform related duties. May be identified according to specific style, technique, medium, subject material or combination of variables. May draw or paint graphic material and lettering to be used for title, background, screen advertising, commercial logo, and other visual layouts for motion picture production and television programing, and be designated TITLE ARTIST (motion pic.; radio & tv broad.).

141.081-014 COMMERCIAL DESIGNER (profess. & kin.)

Creates and designs graphic material for use as ornamentation, illustration, advertising, or cosmetic on manufactured materials and packaging. Receives assignment from customer or supervisor. Studies traditional,

period, and contemporary design styles and motifs to obtain perspective. Reviews marketing trends and preferences of target and related markets. Integrates findings with personal interests, knowledge of design, and limitations presented by methods and materials. Creates, draws, modifies, and changes design to achieve desired effect. Confers with customer or supervisor regarding approval of desired changes to design. May be required to have specialized knowledge of material designed. May prepare original artwork and design model. May perform related duties, such as fabricating silk screens, drawing full size patterns, or cutting stencils. May work with specific items, such as signs, packaging, wallpaper, ceramics, tile, glassware, monograms, crests, emblems, or embroidery. See INDUSTRIAL DESIGNER (profess. & kin.) for workers who design both product form and associated graphic materials.